

The Client Meeting – Face to Face Selling

Course description

Working from their pre-course assignments, delegates start by comparing their own experiences of customer care. This module looks at the importance of body language and the voice, and how enthusiasm for the product can be seen visually and detected vocally. We take an in depth look at why customers make objections and how they can be overcome professionally. The group will share their own experiences and discuss ways of improving this vitally important part of the sales process. The course also covers listening skills, closing strategies and maximising opportunities.

This course suits

Any person involved in face to face selling of a product or service

What delegates will gain from the course

- Maximise your effectiveness to get the most out of the time you have with your customer
- Understanding selling from the customers' eyes
- Understanding the importance of body language in selling
- How to handle objections

Timetable

09:30 - 09:45 Coffee & Course Objectives

09:45 - 10:00 Introduction - What Do We Hate about Being Customers?

10:00 - 10:15 The Good, The Bad & The Ugly
(Working from their pre-course assignments delegates compare their own good, bad and ugly experiences of customer care when they were the customer.)

10:15 - 11:00 Through the Customers' Eyes & Ears
(Tutor makes live call enquiry to a company and delegates feedback their impressions)

11:00 - 11:30 The Importance of First Impressions & Lasting Impressions
(This module looks at the importance of body language and the voice. How enthusiasm for the product can be seen visually and detected vocally.)

11:30 - 12:15 The Science of Qualification & Objection Handling
(This module gives participants an in depth look at why customers make objections and how they can be most professionally handled. The group will share their own experiences and discuss ways of improving this vitally important part of the sales process.)

12:15 - 13:00 Role Plays - Qualification
(Participants practise techniques in questioning and develop a qualification prompt form.)

13:00 - 14:00 Lunch Break

14:00 - 14:30 Listening Skills
(This module identifies when you should resist from talking too much and listening too little.)

14:30 - 15:00 Closing Strategies & Maximising Opportunities

15:00 - 16:30 Role Plays - Closing
(Delegates are given realistic scenarios where they are at the end of the sales process. They must close and overcome the last objection of the prospect and maximise their sales opportunities.)

16:30 - 16:45 Summary & Action Plans Agreed